



**Partnering and Leadership Successes (PALS)  
Free Workshop for Credit Unions**

**“New Markets, New Members, New Business”  
April 28, 2005  
Hyatt Regency Union Station  
St. Louis, Missouri**



*This free workshop is co-hosted by the National Credit Union Administration, in conjunction with the Missouri Credit Union Association, Credit Union National Association, Illinois Credit Union System, Iowa Credit Union League, Kansas Credit Union Association, and National Federation of Community Development Credit Unions.*

8:00 a.m. *Breakfast, Registration and Networking*

8:30 a.m. *Welcoming Remarks*

 **Debbie Matz, Board Member, National Credit Union Administration**  
 **Rosie Holub, President, Missouri Credit Union Association**

9:00 a.m. **Panel 1: New Markets**

Facilitator: **Marla Marsh, President, Kansas Credit Union Association**

 **Bill Raker, CEO, US Federal Credit Union, Burnsville, Minnesota**  
 **Pier Alsup, Senior VP, Anheuser-Busch Employees' CU, St. Louis, Missouri**  
 **Lee Williams, CEO, Central Star Credit Union, Wichita, Kansas**

10:30 a.m. *Break*

10:45 a.m. **Panel 2: New Members**




Facilitator: **Tom Griffiths, President, Iowa Credit Union League**

 **Kris Lundquist, Marketing & Business Dev., The Family CU, Davenport, Iowa**  
 **Ed Jacob, CEO, North Side Community FCU, Chicago, Illinois**  
 **Hubert Hoosman, CEO, Vantage Credit Union, Bridgeton, Missouri**

12:15 p.m. *Networking Lunch*

1:30 p.m. **Panel 3: New Business**

Facilitator: **Cliff Rosenthal, Executive Director, National Federation of Community Development Credit Unions**

 **Barbara Black, CEO, Community Choice FCU, Indianapolis, Indiana**  
 **Geraldine Burek, CEO, South Division Credit Union, Evergreen Park, Illinois**  
 **Gary Regoli, CEO, Boeing Wichita Credit Union, Wichita, Kansas**

3:00 p.m. *Concluding Remarks*

 **Debbie Matz, Board Member, National Credit Union Administration**

*This workshop is intended to educate credit unions on a wide range of member outreach initiatives. NCUA, as a government agency, cannot imply endorsement of any products offered by the panelists.*